




NATURE'S HARMONY

**KEYSTONE**  
FLAT FINISH

KEYSTONE VARNISH COMPANY  
BROOKLYN NEW YORK  
HULL ENGLAND

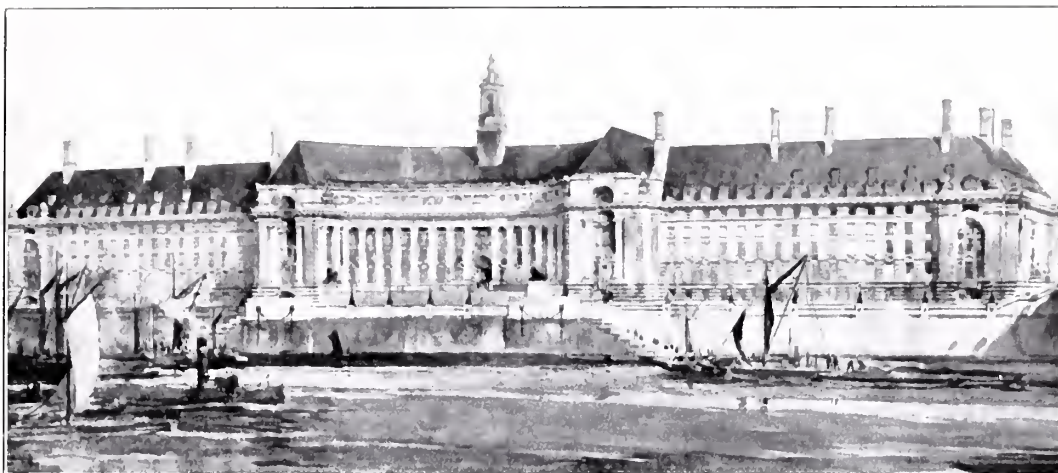
WILL  
BRADLEY'S  
STUDIOS



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THE NEW COUNTY HALL ▾ LONDON'S PARLIAMENT

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All of the walls and ceilings of the  $7\frac{1}{4}$  miles of corridors and eight hundred rooms decorated with KEYSTONA  
PURE, LINSEED OIL FLAT PAINT, greatest achievement ever secured by any Wall Finish.  
The contract was secured in competition with forty-two other materials.

# KEYSTONA FLAT FINISH

*For OFFICE BUILDINGS, SCHOOLS, HOSPITALS  
and HOMES, whether MANSION or BUNGALOW*

*Not occasionally satisfying but  
satisfying on all occasions*

## KEYSTONE VARNISH COMPANY

Chicago, Ill.

BROOKLYN, N. Y.

Boston, Mass.

Hull, England



KEYSTONE  
FLAT FINISH



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Keystone Varnish Company

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# KEYSTONE FLAT FINISH



**G**OLD MEDAL AWARD TO KEYSTONE AS THE PREMIER WASHABLE WALL FINISH, BY PANAMA-PACIFIC INTERNATIONAL EXPOSITION AT SAN FRANCISCO, 1915. THIS GOLD MEDAL WAS AWARDED TO KEYSTONE AFTER THE MOST SEVERE TESTS IN COMPETITION WITH ALL BRANDS OF FLAT PAINTS CLAIMING TO BE SIMILAR. KEYSTONE WAS FIRST IN EVERY TEST FOR COVERING, HIDING POWER, STRETCH, NO BRUSH MARKS, NO LAPS, PERFECT SOFT FLAT EFFECT SHOWING NO SHADOWS, NO RUNS, NO SHINY SPOTS OR IMPERFECTIONS, AND AFTER MANY WASHINGS SHOWED NO ILL EFFECTS, BUT RETAINED ITS PERFECT FLAT LINEN FINISH.





## *What Is Justly Famous* KEYSTONA?



KEYSTONA is *Paint*. It is not a calcimine. It is not a water-color pigment. It is simply a pure, linseed oil paint, so compounded that it dries without a gloss, leaving a perfectly flat, softly tinted surface, which is restful to the eye.

*It Is Not a Lead Paint.* Lead, being a poison, is not suitable for interior walls, especially where there are children. KEYSTONA contains no lead, and is safe.

*It Is Washable.* This unique advantage gives KEYSTONA a strong appeal. You can wash KEYSTONA

finished walls with soap and water just as you wash woodwork or floors, without injuring the finish.

From the introduction of KEYSTONA dates the great vogue of *painted* interior walls. This innovation represents a step forward, both from the artistic and the sanitary point of view, and is an economy as well.

With the aid of KEYSTONA, the modern wall finish, you may enjoy an almost infinite variety of color combinations and at the same time preserve the soft, restful effects of a true natural background. A wall finished with textured Keystone eliminates the possibility of the monotony of a fixed design that is obtained with wall paper.

As originators and makers of the first, satisfactory, flat, washable finish for interior walls, we take pride in having made a great contribution to the public welfare.

KEYSTONE VARNISH COMPANY



## KEYSTONE *Flat Finish*

**B**EFORE the introduction of KEYSTONE there was no entirely satisfactory finish for interior walls. Wall-papers, burlaps, and other coverings which are applied with paste or glue, have disadvantages from the standpoint of sanitation which are obvious. Calcimine—a lime product—is always objectionable because it is constantly scaling off in larger or smaller particles, which soon ruins the finish, and which is more or less a menace to good health because it leaves floating particles of lime dust in the air. Water-colors lack permanence, and are easily ruined by slight accidents. Dip your fingers in a glass of water and sprinkle a few drops against the wall if you want to test this.

All of these finishes are more or less absorbent, and difficult to clean or to keep clean. Ask your physician what he thinks of wall-paper as a germ culture, for example. Furthermore, their application requires special skill, and is expensive.

Ordinary lead-and-oil paints, which were sometimes used to overcome these disadvantages, produced other disadvantages of their own. Lead cannot be used without the enormous expense of stippling and causes unsightly tracings or fire cracks, and the glossy sheen which results from the use of ordinary paints is unpleasant and extremely trying to the eyes.

The introduction of KEYSTONE practically effected a revolution in interior decorating, by supplying a *paint* for interior walls which dries without a gloss, which contains no lead, and which can be washed with soap and water or antiseptic solutions without injury either to its appearance or its durability.

*Note:* There are many "flat finishes" on the market today—some better than others. At best they are merely experiments to catch part of the demand which KEYSTONE created. You do not want to "experiment" with your own satisfaction.

**W**E SPEAK of KEYSTONE as "Nature's Harmony," because it produces the same quiet blending of color, or the same pleasant contrasts, which are observable in nature. Even in the most brilliant combinations of color, it is never harsh and glaring. The eye rests with pleasure upon walls and ceilings finished with KEYSTONE because its dull, flat surface diffuses the light instead of reflecting it in bright patches.

As a harmonious background for pictures and furnishings, the effects of KEYSTONE are most agreeable.

KEYSTONE retains its color permanently, never fading. A rearrangement of the pictures and furniture in a KEYSTONE finished room will not leave unsightly spots of deeper color here and there, as is so often the case with other wall finishes.

*Why KEYSTONE  
Is Superior*

*Nature's Harmony*





Side Walls: 23 Keystona  
Ceiling: 26 Keystona  
Woodwork: Edelvice White Enamel  
Floors, Stair Treads and Rails: Degrah

ENTRANCE HALL

Many of the imitations of KEYSTONA (which appeal for your favor largely because they are cheaper in price per gallon) may look well enough when they are first applied, but their tints lack brilliancy. However, a few months' exposure will show the difference, and later, when the time comes for renewals, they show their defects. They will not cling and both new and old fall off.

*Where to Use*  
**KEYSTONA** ANY interior work suggests KEYSTONA. Whether simplicity is appropriate, or elaboration; whether you have one room to finish, or a thousand, KEYSTONA will meet every requirement, and will cover more square yards per gallon—and per dollar—than any of its imitations.

As a coating applied direct to plaster walls and ceilings, it is the most durable and sanitary finish known. If desirable, it may be successfully applied over wall-paper, burlap, fibre-board, canvas, or galvanized iron.

KEYSTONA is especially pleasing when used on metal ceilings,





DOUBLE ENTRANCE HALL

Side Walls: 14 Keystona, panelled with 61  
Ceiling: 61 Keystona  
Woodwork: Ivory Edelveice Enamel  
Floors, Stair Treads and Rail: Degrah

where a gloss finish is particularly undesirable. Unlike most paints, it will not turn yellow.

On woodwork, use KEYSTONE as an undercoating for enamel, or as a groundwork for glazing, staining or graining. Or it will give beautiful results when used as a finish.

Public and private buildings throughout the world are finished with KEYSTONE. Homes and office buildings; churches, theaters and concert halls; hotels and apartment houses; hospitals; railroad stations; government buildings—in short, wherever a finish is required that is beautiful in appearance, durable, and easy to keep clean.

Steam and hot water radiators finished with KEYSTONE will not only make them a thing of beauty rather than an ugly spot in the room, but will give you more heat because a radiator finished with KEYSTONE will radiate 25 per cent more heat than one finished with bronze or aluminum. This statement has been proven by experiments and tests conducted in different engineering laboratories. We offer as reference, "Handbook for Heating and Ventilating Engineers,

*KEYSTONE on Steam  
and Hot Water Radiators*



Side Walls: 56 Keystona  
Ceiling: 35 Keystona  
Woodwork: White Edelvee Enamel  
Floor, Stair Tread and Rail: Degrah

SUNNY ENTRANCE HALL

by James D. Hoffman," and the series of tests conducted by Prof. Allen, of the University of Michigan.

Radiators and all iron work about the house will look better when finished with KEYSTONA. It will outwear bronze, and will not burn off.

*As to Economy*

**W**E MAKE the flat statement that KEYSTONA is the *most economical wall finish on the market today.*

It will positively outlast any other wall finish known.

It will cover 35 per cent more space per gallon than any other so-called flat finish. It requires fewer coats to get the desired effect, due to its greater hiding qualities.

Judge the cost of paint not by the price per gallon, but by the number of gallons required to do the job.

One-half gallon KEYSTONA mixed with one-half gallon KEYSTONA Preparatory Liquid for priming coat covers 600 square feet of smooth surface, one coat, and one gallon KEYSTONA finish covers 600 square feet, one coat.





LIVING HALL

Side Walls: 10 Keystona  
Ceiling: 61 Keystona  
Floors, Stair Treads and Rail: Degrah  
Woodwork: White Edelvee Enamel

**R**ESULTS are what you are looking for. It is tomorrow and the day after tomorrow which will determine your satisfaction. It is always better, and in the end it is much cheaper, to employ an experienced painter who will get the results you desire the first time.

While it is true that KEYSTONE can be applied by any person who is used to handling linseed-oil paints, the professional painter will know better how to prepare the surface to receive it, and will save time on the job.

For those, however, who prefer to handle small jobs themselves, *Some Practical Suggestions* the following suggestions are useful:

*KEYSTONE should be flowed on wherever it is used.*

*Do not work it out.*

*Use it freely and work to a wet edge with a wide, soft brush.*

When properly thinned and applied, KEYSTONE will never show laps or brush marks. *This is your guide.*





Walls: Gold under 62 Keystona  
Ceiling: 26 Keystona  
Woodwork: Ecru Eggshell Edelvice Enamel  
Floors: Degrah

LIVING ROOM

## SPECIFICATIONS

*KEYSTONA on Sand-  
Finish or Smooth-Finish  
Plastering*

*Prepare Walls*

*Priming Very Important*

LOOK over all plastered surfaces and see that all cracks are cut out and well filled with putty made from KEYSTONA and whiting; sandpaper off all rough places on plastering (except sand finished) before priming same. Do not coat any wet plaster; permit it to dry first. Use no white lead in connection with KEYSTONA. One coat of KEYSTONA Primer will do the work of two coats of lead. By using lead you only add to the cost of finishing the work and get unsatisfactory results. In most cases two coats of KEYSTONA will make a perfect job.

All plastered walls and ceilings that have not received a coat of oil paint before, and all cracks and patched spots which have not been primed, shall receive a coat of a mixture of one gallon of KEYSTONA, the color of the finish, to one gallon of KEYSTONA Preparatory Liquid and a pint of turpentine.





A WELL-APPOINTED SUN-PARLOR

Walls and Ceiling: 26 Keystona under 14 Keystona  
Woodwork: White Edelvice Enamel

After the priming coat has stood for twenty-four hours there may appear light spots, caused by the action of hot lime burning through. Go over all such spots with another coat of the same primer, to which a small amount of turpentine has been added.

*Burned Spots*

Do not use shellac, varnish or glue. Let touched-up spots dry hard.

After priming coat and touched-up spots have become dry and hard, all plastered surfaces shall receive two coats of KEYSTONA, tinted to the colors selected by the architect or owners, over the priming coat.

*Finish Coats*

Permit the first coat of KEYSTONA to dry for twenty-four hours at least before applying the last coat of KEYSTONA.

**W**HEN the walls are in very bad shape it is necessary to apply two priming coats—the first coat to be mixed four parts of Preparatory Liquid and one part of KEYSTONA tinted to the color of the finish coat.

*KEYSTONA on Very Poor  
or Very Porous Walls*



Walls and Ceiling: 4 Keystona  
Woodwork: White Edelveise Enamel

A COSY SUN-PARLOR

*Second Coat:* Three parts of Preparatory Liquid and four parts of KEYSTONA tinted to the color of the finish coat. When thoroughly dry, apply third coat of KEYSTONA thinned with turpentine.

## KEYSTONA on Gypsum Wall Board

WALLS constructed of gypsum wall board have numerous joints that are filled with a special putty furnished by the manufacturer, which putty also is used in covering depressions made by nails. For finishing this type of wall board, KEYSTONA should be mixed as follows:

*First Coat:* Two parts KEYSTONA, two parts Preparatory Liquid and one part of turpentine.

*Second Coat:* Four parts KEYSTONA, one part turpentine.

*Third Coat:* KEYSTONA thinned sufficiently to eliminate brush marks.

For finishing this way it is important that the first, or filler coat, be sanded after it has dried twenty-four hours, with No. 00 sand-paper, to remove specks and the hair-like coating which comes up





A RESTFUL SUN-PARLOR

Ceiling and Walls: Sand-finished Plaster, 6 Keystona over  
26 Keystona  
Woodwork: White Eggshell Edelvice Enamel

from the paper covering the wall board. Use the same color KEYSTONE all through the work.

**I**N applying KEYSTONE on Upson and other wall board of the usual type, finish the same as sand-finish or smooth-finish plastering, which directions are given on page 10.

**N**OTHING is more vulgar than a gloss finish over a metal ceiling. Apply KEYSTONE, one or two coats, the same as any oil paint, except that KEYSTONE must be flowed on. It will not turn yellow. The results will please the most critical person.

**W**INDOW shades become soiled and dirty. To make these like new, KEYSTONE white and colors can be used in refinishing them. If you wish the inside of the shade the same color or a lighter tone than KEYSTONE used on the walls of your room, it can be applied to the shade without fear of cracking or peeling. No primer is necessary, simply thin KEYSTONE, two parts of KEYSTONE and one part of turpentine, and flow on one or two coats.

*KEYSTONE on  
Usual Wall Board*

*KEYSTONE on  
Metal Ceilings*

*KEYSTONE on  
Window Shades*



Walls: 23 Keystona  
Ceilings: 26 Keystona  
Floors and Woodwork: Degrah

LARGE COMFORTABLE LIVING ROOM

## KEYSTONA on Wall Paper

KEYSTONA applied over wall-paper (two coats) will produce the most beautiful effect if the paper is not loose. Use 8 parts KEYSTONA, 2 parts Preparatory Liquid, 1 part Turpentine, for first coat; let dry and finish with one coat of KEYSTONA reduced to flowing consistency. Use the same color for both coats.

## KEYSTONA on Burlap

BURLAP becomes dirty and soiled. You can refresh your burlap walls by applying one or two coats of KEYSTONA, thinned two parts of KEYSTONA and one part turpentine. This will give you a thin wash coat which will not fill the pores of the burlap or make it look as if it was painted.

## KEYSTONA on Radiators

ANY color of KEYSTONA can be used on radiators without fear of the heat changing the color. Apply two coats of KEYSTONA—first coat thinned four parts of KEYSTONA and one part of turpentine. Second coat thinned seven parts of KEYSTONA and one part of turpentine. Have both coats the same color.





RECEPTION ROOM

Walls: 67 Keystona  
Ceiling: 2 Keystona  
Woodwork: White Eggshell Edelvice  
Floors: Degrah

FOR Enamel Work all surfaces should be well sandpapered and if sappy or knotty should be given a very thin coat of Degrah. After each coat has become thoroughly hard and dry, it should be carefully rubbed down with a very fine steel wool or with the finest of sandpaper.

FOR THREE COAT WORK—*First Coat*, 8 parts KEYSTONA, 2 parts raw linseed oil, 1 part turpentine. *Second Coat*, 4 parts KEYSTONA 4 parts Edelvice Enamel, 1 part turpentine. *Third Coat*, Edelvice Enamel.

FOR FOUR COAT WORK—*First Coat*, 8 parts KEYSTONA, 2 parts raw linseed oil, 1 part turpentine. *Second Coat*, 8 parts KEYSTONA, 1 part raw linseed oil, 1 part turpentine. *Third Coat*, 4 parts KEYSTONA, 4 parts Edelvice Enamel, 1 part turpentine. *Fourth Coat*, Edelvice Enamel.

FOR FIVE COAT WORK—*First Coat*, 8 parts KEYSTONA, 2 parts raw linseed oil, 1 part turpentine. *Second Coat*, 8 parts KEYSTONA, 1 part raw linseed oil, 1 part turpentine. *Third Coat*, 8 parts KEYSTONA, 2 parts Edelvice Enamel, 1 part turpentine. *Fourth Coat*, 4 parts KEYSTONA, 4 parts Edelvice Enamel, 1 part turpentine. *Fifth Coat*, Edelvice Enamel.

KEYSTONA  
*Under Enamel*



Walls: 10 Keystona  
Ceiling: 16 Keystona  
Woodwork: White Edelvise Enamel  
Floors: Degrah

LIVING ROOM SHOWING HALL AND DINING ROOM

**KEYSTONE** on Canvas,  
Wall Cloths or Embossed  
Wall Covers

**Y**OU do not need any primer under KEYSTONE on Sanitas, etc.—simply apply two coats of KEYSTONE—both coats same color, thinned to flowing consistency.

**KEYSTONE** in Two or  
More Colors for Oatmeal  
or Mottled Effects

**F**OR many years the high-class painters and decorators have been producing walls that look like oatmeal paper in two or more colors of KEYSTONE. This work, with KEYSTONE, can be easily done and we are giving full directions as to the proper way of producing these two or more tone effects.

Prime the wall as in specifications. Then apply one coat of KEYSTONE in the usual way—using for this first coat the color in the two or more color combinations that you want to have as an under-tone for the whole wall. When this is thoroughly dry, take your second color, pour into a flat pan; have with this flat pan several sheets of newspaper and a sponge which has a flat surface to it.

Dip the sponge first into the pan and then hit it on the newspaper which will take the paint from the whirls in the sponge. If you do





SEASHORE LIVING ROOM

Walls: 64 Keystona  
Ceiling: 61 Keystona  
Woodwork: White Edelvee Enamel  
Floor: Degrah

not hit it on the paper first you are liable to make objectionable blotches on the walls. After hitting the sponge on the paper touch it lightly to the wall. You will find that you can touch the wall several times before you have to have more paint on it. Then, instead of going back into the pan, hit it on the wet paper. You can pick up the paint from the paper as long as it is moist.

In putting the paint on the wall with the sponge, it is necessary to turn the hand in various directions while doing it, otherwise you will get a line of whirls that will be objectionable; whereas if you turn your hand you will have a varied pattern on the wall that will be very pleasing.

Along the edges of the wall where it comes in contact with moulding, etc., you can fill in these spots by using little pieces of sponge or a half-inch fitch brush, knocking the paint out of the brush as you did with the sponge.

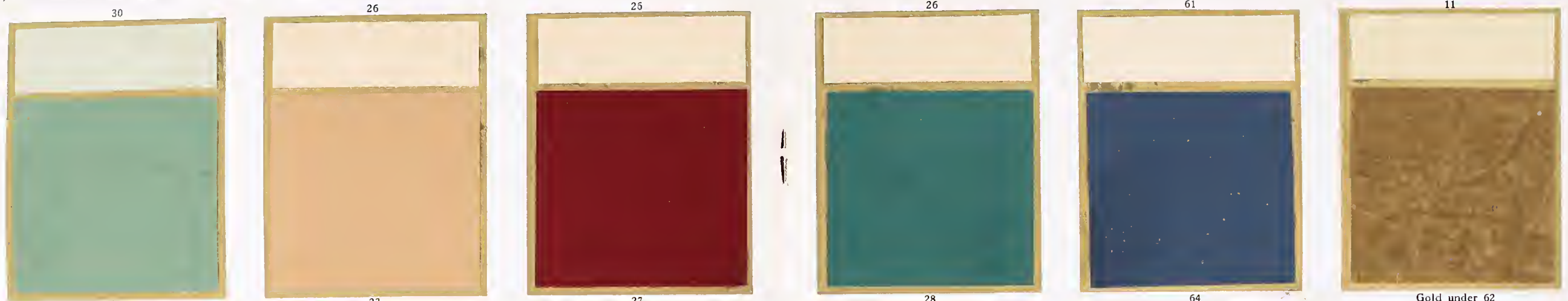
In producing gold and brown, gold and blue, or any shade that is found in wall-paper patterns with gold and other colors, prime the





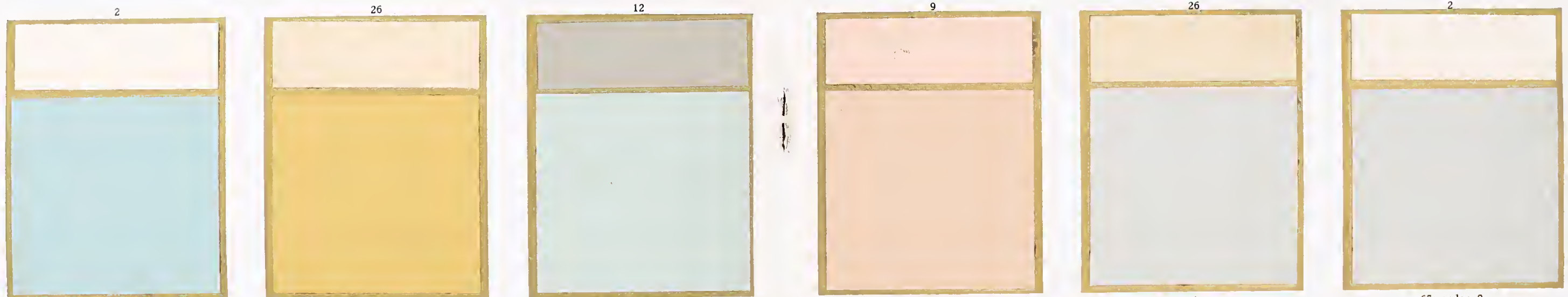


SUGGESTIONS FOR LIVING ROOM, LIBRARY, DINING ROOM AND HALL



56 23 27 28 64 Gold under 62

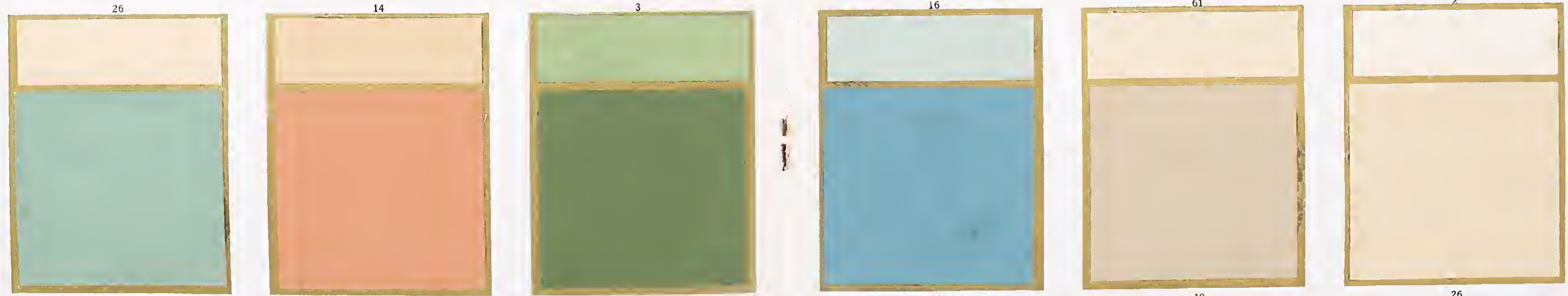
SUGGESTIONS FOR BED ROOMS



67 31 16 17 4 67 under 9

SUGGESTIONS FOR OTHER COMBINATIONS

SUGGESTIONS FOR KITCHEN AND BATH ROOMS



6 5 53 10 19 26

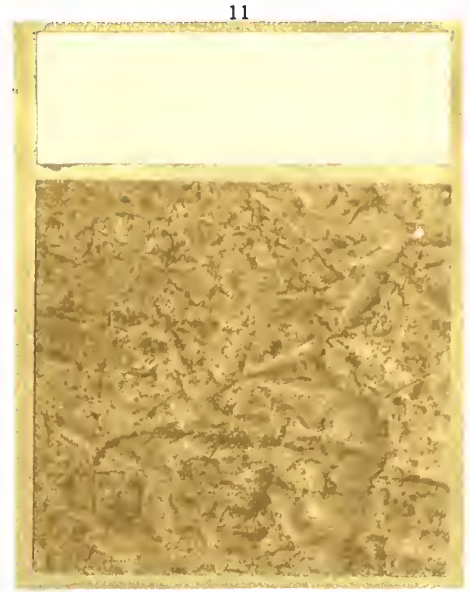
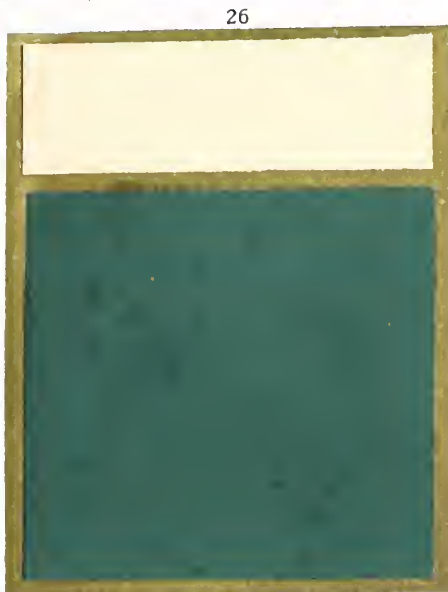
Colors which are absolutely fixed. Its composition never varies with actual costs. Some colors cost more than others, and to a fact. You can buy imitations for less, but the quality is not there



KEYSTONE  
FLAT FINISH



## LIBRARY, DINING ROOM AND HALL—

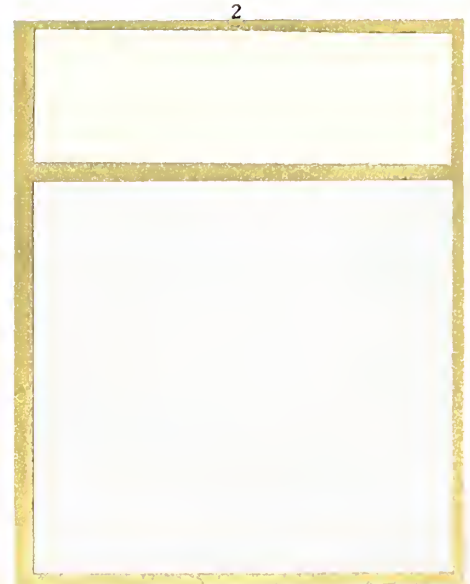
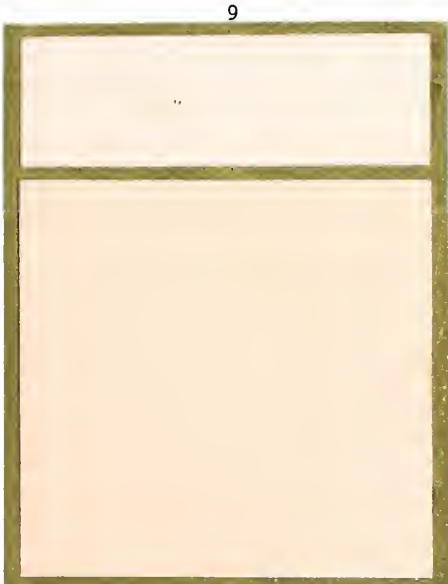


28

64

Gold under 62

## R BED ROOMS

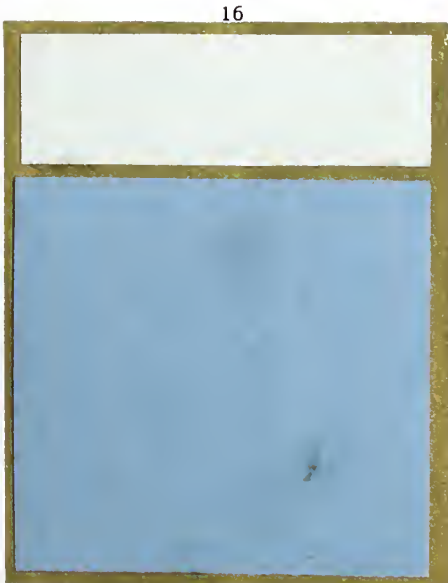


17

4

67 under 9

## —SUGGESTIONS FOR KITCHEN AND BATH ROOMS—



10

19

26

made. Light, heat, age or darkness affect color chips; therefore, there are standards and the shades shown on this card. When ordering, standard with your order and instructions to match the color or colors exactly





Walls: 5 Keystone  
Ceiling: 14 Keystone  
Woodwork: White Eggshell Edelvice Enamel  
Floor: Degrah

COLONIAL DINING ROOM

### *Keystone Bronze Mixtures*

wall and then apply two coats of a mixture of one pound of *Keystone Wall Bronze* in a gallon of *Keystone Wall Bronze Liquid*.

Our reason for recommending our own Bronze is that it will not tarnish. It is a very high quality which is necessary on wall work in order that you will not have to do the work over in a year or so. Our *Wall Bronze Liquid* is also made especially for this work and although higher in price is recommended so you will not have cracking, peeling and scaling on the walls.

Apply two coats of this Bronze Mixture, allow to dry and then apply your dark brown, dark blue or any color you want with the gold, using the sponge as recommended above.

In producing more than two shades, simply add your next color to the wall the same way you do your first sponge color. Any number of colors can be added in this way.

Another way of producing this sort of work is to use a regular stippling brush for your second coat of paint, putting the brush into the flat pan, tap out extra paint on paper, and then hitting the wall



PANELED DINING ROOM SHOWING BREAKFAST ROOM

Walls, Border and Ceiling: 26 Keystona  
Floors and Woodwork: Degrah  
Breakfast Room—Walls: 10 Keystona; Ceiling: 61 Keystona  
Woodwork: White Edelvive Enamel

with stippling brush, which will produce an imitation of oatmeal paper in any color you may desire.

For producing a varied effect on the wall, one coat of one color can be applied in the usual way, allowed to dry and then a finish coat of another color thinned with an equal amount of turpentine is applied on top of the first coat. Newspaper is then crushed into a hand-sized ball and tapped firmly on the still wet second coat. Small amounts of surface should be done at a time and harmonizing colors used. The more tapping the finer effect is produced.

### *Variety of Effects*

This way of doing the work is not as satisfactory nor as handsome as the first way we suggest. Many effects can be made in this way by removing part of the wet coat, either as suggested above, or with a graining comb, stippling brushes, ordinary flat 5-inch wall brush, a sponge or anything that will pick up the paint. When you use a brush or sponge, of course, it is necessary to wipe them off occasionally with a rag in order to keep them clean.

It is suggested that you try these effects on a large board first and then select the one most pleasing to you.





Walls: 64 Keystona  
Ceiling: 61 Keystona  
Woodwork: White Edelvee Enamel  
Floor: Degrah

UNUSUAL DINING ROOM

### *Tiffany or Glazed Effects*

THESE effects are produced similar to the oatmeal two or more color KEYSTONE combination effects previously described—the only difference being that after the last coat is dry apply one coat of Glazing Liquid, which is a thin, transparent liquid which dries with an eggshell gloss.

To make a wall look like leather for dens, clubrooms, and the like, apply first a priming coat, then one coat of bright green, bright yellow, bright red or any undercoat shade that appears in the leather you wish to copy. When this is dry, touch to the wall various colors ground in oil, such as red, brown and blue on to the green background—red, green, yellow and black on to the brown background.

Have each spot of color in a space not larger than the top of a tumbler; then take a sponge that has been wet with turpentine and wrung out and smear these colors around the wall with a sponge, letting them go as far as they will. This will give you a mottled effect. Some places the colors will combine and form different shades and in other places they will be mottled in their own shade.



DINING ROOM

Walls: 10 Keystona  
Ceiling: 61 Keystona  
Woodwork: Edelvise White Enamel  
Floors: Degrah

Continue to make these mottled spots all over the wall, join the edges of each so they will make a uniform surface. When thoroughly dry, apply one coat of Glazing Liquid, unless the woodwork of the room is finished in flat varnish.

In that case thin down the flat varnish that you have used on the woodwork fifty per cent with turpentine and apply one thin coat of this thin flat varnish to the wall so that the wall has the same flat effect that your woodwork has, otherwise you will have a wall with a sheen and flat soft woodwork, whereas if the same varnish is used on the wall your woodwork and varnish will have the same soft tone.

The Tiffany or Glazed Effect is extremely durable and thereby well adapted for Club-Rooms and Dens, as these rooms generally have rather hard usage.

If the foregoing directions do not cover the type wall that you are interested in producing, please write to our main office, Brooklyn, N. Y., for instructions.

*For Club-Rooms and Dens*





Walls and Ceiling: 26 Keystona  
Woodwork: Edelvise White Enamel  
Floors: Degrah

PANELED BEDROOM

## *Washable* KEYSTONA *Gloss White*

**K**KEYSTONA GLOSS WHITE is offered to meet the demand for a washable, non-absorbent gloss finish for walls and woodwork; one that can be applied without brush marks or laps.

It is a practical gloss finish that will give a lasting whiteness to the woodwork in the home, and on the walls of kitchens, bathrooms, pantries, servants' stairs and wall surfaces where a flat finish might not be desirable.

KEYSTONA GLOSS WHITE can be used on properly primed metal, wood, plaster board, wall board, brick, cement and wall surfaces of every description.

Although past performances and experiments show that dirt and dust collect on a gloss surface more readily than on a surface painted with KEYSTONA Flat Finish, the bright, white surface of KEYSTONA GLOSS WHITE can be washed as easily as tile with hot or cold soapy waters without losing any of its gloss or becoming yellow.

KEYSTONA GLOSS WHITE is made principally in white which can be tinted to any light shade with colors ground in oil. For those who do not wish to be bothered with tinting the white for jobs where light colors are specified, we will be very pleased to



LOVELY SINGLE BEDROOM

Walls: 16 Keystona  
Ceiling: 2 Keystona  
Woodwork: White Edelvice Enamel  
Floors: Degrah

furnish KEYSTONA GLOSS WHITE tinted in any of the six following shades, at the same price as the white.

Ivory Cream French Gray Pearl Gray Pale Blue Sea Green

It is a practical gloss finish for mills, factories, general offices and lofts. A special folder will be mailed to those desiring to use or specify KEYSTONA GLOSS WHITE for industrial plants.

KEYSTONA GLOSS WHITE gives bright, white light-reflecting walls when used in stores, bakeries, laundries, lunch rooms, barber shops, garages and industrial plants.

No wall finish or paint of any kind will keep dirt from settling on its surface, but very few finishes are as washable as KEYSTONA GLOSS WHITE. Grease, oil and dirt and all marks can be cleaned from its surface without affecting its whiteness.

*Caution*—Prime all surfaces as for an enamel finish.

Do not use KEYSTONA GLOSS WHITE for outside work, as it is intended for an inside finish. If an outside enamel finish is desired use Flat Finish KEYSTONA as a priming coat and Edelvice Enamel as a finishing coat.

Do not use Gloss Oil or Glue Size as a first coat under GLOSS KEYSTONA.

Always apply GLOSS KEYSTONA to your walls with a flat wall brush.

KEYSTONA GLOSS WHITE is sold in all the standard paint packages, half-pints to barrels.

*For Mills, Factories and General Offices*

*KEYSTONA Gloss White for Shops and Commercial Houses*





Walls: 67 Keystona under 9 Keystona  
Ceiling: 2 Keystona  
Woodwork: Edelvice White Enamel  
Floor: Degrah

APARTMENT SINGLE BEDROOM

## *A few DON'TS*

**D**ON'T imagine that a "cheaper" flat paint is economy because of a lower price per gallon, without making a comparative test. The only way to test anything is by comparison with the *standard*.

*Don't* expect KEYSTONE to be "fool-proof." No paint will give best results unless properly handled. Follow the specifications, prepare the surface properly, and get results. You can bank on this, that if there is ever any trouble with KEYSTONE, it comes ninety-nine times out of one hundred from treating the wall wrong at the start.

*Don't* coat over a high-gloss varnish surface without first killing the gloss with fine steel wool or with aqua ammonia, sal soda or some other alkaline wash. Wash walls with clean water before refinishing.



DOUBLE BEDROOM

Walls: 4 Keystona  
Ceiling: 26 Keystona  
Woodwork: White Edelvice Enamel  
Floor: Degrah

*Don't* rush your coats. Allow each one to harden well before applying another. Coats properly dried will save material.

*Don't* fail to touch up any burned spots which show through the priming coat. See specifications on page 11.

*Don't* work KEYSTONE out. Flow it on with a soft, wide brush, and use it freely. If your finish shows brush marks, it needs more thinners. Work to a wet edge, and lay it off lightly with the tip of the brush.

*Don't* try to coat wet or damp walls or woodwork. Water will cause trouble back of paint.

*Don't* use linseed oil or varnish to thin KEYSTONE, except for priming coat, unless you want to produce a gloss finish. Thin only with turpentine, or KEYSTONE Thinners.

*Don't* fail to remove spatters—if any—from floors or woodwork at once.





Walls: 67 Keystone stencilled with 10 Keystone  
Ceiling: 2 Keystone  
Woodwork and Furniture: White Edelvice Enamel  
Floors: Degrah

NURSERY

*Don't* coat over walls which are covered with grease or deposit from smoke. Wash them clean first with Keystone Cleaner.

*Don't* add any white lead to KEYSTONA.

*Don't* use any Glue, Paste, Gloss Oil or Size. It will peel off and show burned spots.

*Don't* try to use an excess of oil colors to tint KEYSTONA. You will get an excess of linseed oil, which will show gloss spots. Use Japan colors, or the original tinted shades which we make.

*Don't* expect to secure satisfactory results by the use of inferior materials. Get the genuine KEYSTONA, the original flat, washable finish for interior use.

Last *Don't* but not the least—*Don't* worry if you have poor success. Write—we will help you.



SCHOOLROOM

Walls: 211 Keystona  
Ceiling: White Keystona  
Wainscoting and Woodwork: Dull Degrah  
Floor: Degrah Waterproof Spar Varnish

## *KEYSTONA for Schools, Colleges and Hospitals*

IT is well known that the wall colorings of rooms have important effects upon the minds and nerves of those exposed to certain colors. Nearly all high, strong colors are exciting and irritating. Dark and lifeless colors are gloomy and depressing, while other colors are cheerful and bright, and still others give a feeling of rest and repose. Again certain colors, notably reds, are irritating and fatigue the eyes, while others, notably some tans, browns, and greens, are soothing to the eye. Furthermore, a child's taste especially, is either refined or corrupted by the colors with which he constantly associates. It is, therefore, highly important that the colors used in both school and hospital buildings should not be strong, vulgar or badly keyed, but that they be quiet, refined and harmonious.





Walls and Ceiling: 14 Keystona  
Woodwork: White Edelveice Enamel  
Linoleum: Degrah

LARGE KITCHEN

The colors used in schoolrooms and hospitals should be seriously considered, both from the artistic point of view, and from the standpoint of physical and mental hygiene. Children and teachers must face these walls five hours a day, while the patients and nurses often endure four walls continuously for days at a time without change. Children will be more happy and will do more work with less fatigue in rooms properly colored, and sick people will be more cheerful and will get well more quickly in rooms with restful colors best adapted to hygienic demands.

Recognizing the importance of this matter we felt that the advice of the best experts on the hygiene of interior decoration should be sought and special sets of colors that meet the full hygienic and artistic demands be prepared for use in schools, colleges and hospitals. To this end colors were prepared by a graduate of the New York School of Fine and Applied Art in accordance with the suggestion of Professor W. H. Burnham of Clark University, and Professor A. Caswell Ellis of the University of Texas.



SMALL KITCHEN

Walls: 19 Keystona  
Ceiling: 61 Keystona  
Woodwork and Furniture: Edlvice White Enamel  
Linoleum: Degrah

After careful examination and experimentation, the colors mentioned on page 32 have been agreed upon as meeting the demands of art and of hygiene. Special color cards will be furnished on request. They have been shown in actual use to provide colorings that are beautiful and cheerful, to reflect sufficient light on the darkest day, and yet eliminate the fatigue and eye irritation which come from the ordinary white, shiny wall, or from walls colored in tints that do not harmonize.

While actual experience has shown that these colors meet practically all ordinary conditions, there are some buildings in which it would be better to lighten these colors somewhat on account of exceedingly dark skies or overshadowing structures, or very inadequate window space. This is easily accomplished by having the painters mix in sufficient White KEYSTONE to obtain the desired lightening of the color, but this should not be done unless the lighting of the rooms is very inadequate. If desired, all these colors can be furnished in a soft, restful gloss.





Walls: 26 Keystona  
Ceiling: 2 White Keystona  
Woodwork: White Reflexalite Enamel  
Upsun Fibre Tile: White or Tinted Reflexalite Enamel  
Door: Degrah Waterproof Spar Varnish

BATHROOM

## *Color Combinations for Schools, Colleges and Hospitals*

*For cool North Rooms and others  
that need warming up:*

### TAN COMBINATION

Ceiling . . . . . No. 215  
Wall . . . . . No. 213  
Wainscoting . . . No. 214

*For Sunny or Extra Warm Rooms  
to give a cool effect:*

### COOL GRAY COMBINATION

Ceiling . . . . . No. 2  
Wall . . . . . No. 211  
Wainscoting . . . No. 335

*For all rooms except cold North  
Rooms:*

### GREEN COMBINATION

Ceiling . . . . . No. 2  
Wall . . . . . No. 216  
Wainscoting . . . No. 217

*For all kinds of Rooms:*

### WARM GRAY COMBINATION

Ceiling . . . . . No. 220  
Wall . . . . . No. 219  
Wainscoting . . . No. 218

For corridors use any of the above wall and ceiling colors, bringing wall color down to base board and omitting wainscoting color.



Ceilings: #6 Keystona  
Walls: Caen Stone Keystona

APARTMENT HALL

## CAEN STONE EFFECT

THERE is nothing more effective for the wall treatment of entrances, hallways, corridors, offices or waiting rooms of large buildings or stations than that secured by the use of large stone blocks. In many instances the expense of this is too great, so a substitute or imitation can be made by the use of cement, but this makes a porous finish which is not washable and easily cleaned. By years of experimenting, we have succeeded in making KEYSTONA so that a finish can be put on any wall over plaster or on brick that makes a perfect imitation of the beautiful Caen Stone from France or other imported blocks used for this purpose, and which can be cleaned the same as the real stone and the rough or smooth effects can be secured just the same.

Caen Stone KEYSTONA is put on with a brush, is sold by the gallon, and full directions, samples and information as to application will be furnished upon request. The three popular effects for the use of Caen Stone KEYSTONA are the Stippled, Travertine and Troweled styles, the directions for which are given below. It is necessary to be positive that all suction is stopped in the surface upon which Caen Stone KEYSTONA is to be applied. If the walls are soft and chalky, two coats of primer should be used instead of one, as given in the directions. Caen Stone KEYSTONA is applicable to all plaster surfaces, wall board, Gypsum board, etc.

### *Stippled Effect Caen Stone Finish*

First Coat—Half cream color KEYSTONA No. 26, half Preparatory Liquid.  
Second Coat—Caen Stone KEYSTONA as received in the can, brushed on.

After the application, an interval of five minutes is allowed and then the Caen Stone finish which has been brushed on is stippled with a stippling brush. A fine stipple can be obtained in this manner or a coarser stipple can be obtained by brushing on a heavier coat to start with as a second coat and allowing a longer period before stippling, the time allowance varying with painting conditions. The fine stippled effect can then be made to look like Caen Stone blocks by lining off into block size, the operation being first to lay off the wall with a chalk line to represent stone, 7" x 20" being a good size to use. Take frescoer's straight edge and hold along the chalk line and with a twenty penny nail or similar tool cut through the paint, following the chalk line, which will cut a groove to the priming color. This operation can be made any time within twenty-four hours after the paint is applied. This cut line can then be striped either in buff, black or white to give the appearance of cement.

**Caution**—Be sure to keep the stippling brush clean by washing in benzine in order that the stipple may be uniform.

It is also possible to line off the blocks without cutting through the finish coat if a saving in labor is desired.

### *Travertine Style Caen Stone Finish*

First Coat—Half cream color KEYSTONA No. 26, half Preparatory Liquid.  
Second Coat—Caen Stone KEYSTONA as received in the can, brushed on.

After the application, an interval of twenty minutes is allowed and then the finish heavily stippled to produce a rough finish. After stippling, colored sand is then blown or sprinkled on the surface. The whole is allowed to dry twenty-four hours and the points of the stippling are then cut off by a flat steel blade.

The time allowance will vary with the painting conditions.

### *Troweled Style Caen Stone Finish*

First Coat—Half cream color KEYSTONA No. 26, half Preparatory Liquid.  
Second Coat—Caen Stone KEYSTONA as received in the can, brushed on.

After the application, an interval of ten minutes is allowed and then the Caen Stone finish which has been brushed on is troweled with a small plasterer's trowel into swirls and ridges as required for this type of surface. This operation can also be accomplished by brushing into swirls, etc., with a lead brush.

The whole surface is then allowed to dry twenty-four hours and if desired, a glazing coat is applied which consists of color ground in oil mixed into KEYSTONE Glazing Liquid. The depth of color can be regulated by the amount used and the shade can be adjusted by the type of color used.

The time allowance will vary with painting conditions.





## Products Spoken of in Foregoing Pages

**A**MONG the specifications found for the various rooms shown on the foregoing pages will be found several Keystone products with which it is well to be familiar in order to obtain the most satisfactory results.

### *Preparatory Liquid*

IT is very important that *Preparatory Liquid* be mixed with the first coat of KEYSTONE on new work so as to give the surface a coating that will adhere and that will take care of all wall faults. *Preparatory Liquid* saves money by its use, as by its addition to KEYSTONE, at least one-third more covering is obtained. Follow directions on can.

### *Edelvice Enamel*

**E**DELVICE ENAMEL is specified for the woodwork finish because of its high quality and naturally with a high quality finish like KEYSTONE on the walls, it is almost necessary to have the finest enamel on the woodwork. This Enamel is extremely white in color—not a blue white but a real lustrous white, having the appearance of porcelain and noted for the fact that it can be used by the painter and if the work is interrupted the job can be finished without any laps of the Enamel showing which is a feature almost unknown in enamel. *Edelvice Enamel* is manufactured in cream, ivory and gray and any of these shades as well as white can be obtained in either gloss, eggshell or flat finish. If interested, write for booklet.

### *Degrah Waterproof Spar Varnish*

**D**EGRAH is unquestionably "the Wonder Finish" for floors, furniture and exterior work such as doors and porch ceilings. It shows no milky spots where water lays upon it—is not affected by ink, fruit stains, hot dishes, alcohol preparations, oils and the general knocks and scratches that usually mar the ordinary varnishes. It dries quickly enough for the finest floor work and yet on exterior work it has a remarkable lasting quality. It is manufactured in clear, which is the quality generally used for floors, and also in six colors, namely, light oak, dark oak, cherry, mahogany, black walnut and rosewood. Color card and printed matter will be furnished on request.

### *Other Keystone Varnish Company Products*

**T**HE Keystone Varnish Company specializes in the manufacture of finishes for homes, offices, public buildings and industrial plants. Among these other products, besides those spoken of in this booklet, are:

**K**EYSTONE PURE LINSEED OIL HOUSE PAINT—using zinc and lead as pigments and made in a range of tints and colors that allow of a wide choice for the home owner.

**K**EYSTONE DEGRAH ENAMEL PAINT for floors, decks and porches, which is a high class product filling all requirements for interior and exterior use on wooden and concrete floors and porches as well as decks. Permanent in color and requiring no priming.

**K**EYSTONE OIL STAINS—made of pigment colors and thereby entirely permanent, their use enhancing the beauty of the wood and not raising the grain.

In addition to the foregoing, a well balanced and complete line of Colors Ground in Oil, Floor Paint, Barn and Roof Paint, and Varnishes for a particular service. We will be glad to furnish specific information on any particular job, as to the application of any of our products or to give the results of our experiments in the handling of paint and its application.

# THE BAKER HOTELS, INC

## OPERATING

THE TEXAS, FORT WORTH, 600 ROOMS-600 BATHS  
THE AUSTIN, AUSTIN, 250 ROOMS-250 BATHS  
THE GUNTER, SAN ANTONIO, 350 ROOMS-350 BATHS  
THE MENDER, SAN ANTONIO, 200 ROOMS-200 BATHS  
THE BAKER, DALLAS, 700 ROOMS-700 BATHS

PRIVATE OFFICE

**THE BAKER**

T. B. BAKER, PRESIDENT

DALLAS, TEXAS March 24, 1926.

Keystone Varnish Co.,  
71 Otsego Street,  
Brooklyn, N.Y.

Gentlemen:

In order that you may see just what use we have made of your paints and varnishes in the completion of the interiors of The Baker, the new 700-room addition to The Baker Hotel system of Texas, I am sending you, under separate cover, a number of photographs showing the various convention rooms, lounges, lobbies and dining rooms of the hotel. We have used "KEYSTONA" paint throughout on this job at a distinct saving in total cost, although the per gallon cost was considerably higher than some other paints and varnishes we could have bought.

This entire project, running a little over \$5,500,000, was completed in the record breaking time of a little less than ten months. And, although we were forced to follow the workmen almost too closely on some of the floors, every piece of work put in has stood up absolutely without sign of crack, peel or other fault.

The longer I use "KEYSTONA" paints and varnishes, the more I am convinced that they are the most dependable, practical and economical in the long run of any that I have ever used.

We shall be glad to have any members of your firm who happen to be in Dallas to come by the hotel and give it a good inspection. I believe you will enjoy looking through it and seeing the results that we have obtained with your product.

Yours very truly,



Supervisor of Interior Decorating,  
The Baker Hotels.

S-c



H. H. HARRINGTON, CHAIRMAN  
R. B. WALTHALL, MEMBER  
R. I. TENNANT, MEMBER  
S. M. RAMSEY, SECRETARY



GOVERNING BOARD  
FOR ELEMOSYNARY INSTITUTIONS  
PURCHASING AGENCY  
FOR ALL STATE INSTITUTIONS  
AND DEPARTMENTS

**STATE BOARD OF CONTROL**  
AUSTIN

October 7, 1927.

The Keystone Varnish Company,  
Brooklyn, N.Y.  
Gentlemen;

It is with a great deal of pleasure that I wish to advise you that sixteen years ago we painted the dome of the State Capitol with your Keystone, purchased from your Mr. Harvey Lamb.

It is really remarkable that after repeated washings this paint is still in perfect state of preservation.

The Keystone purchased from your representative a few weeks ago is giving perfect satisfaction which convinces me that after a period of sixteen years the quality is still the same.

Very truly,

State Painter,

*C. J. Black.*





